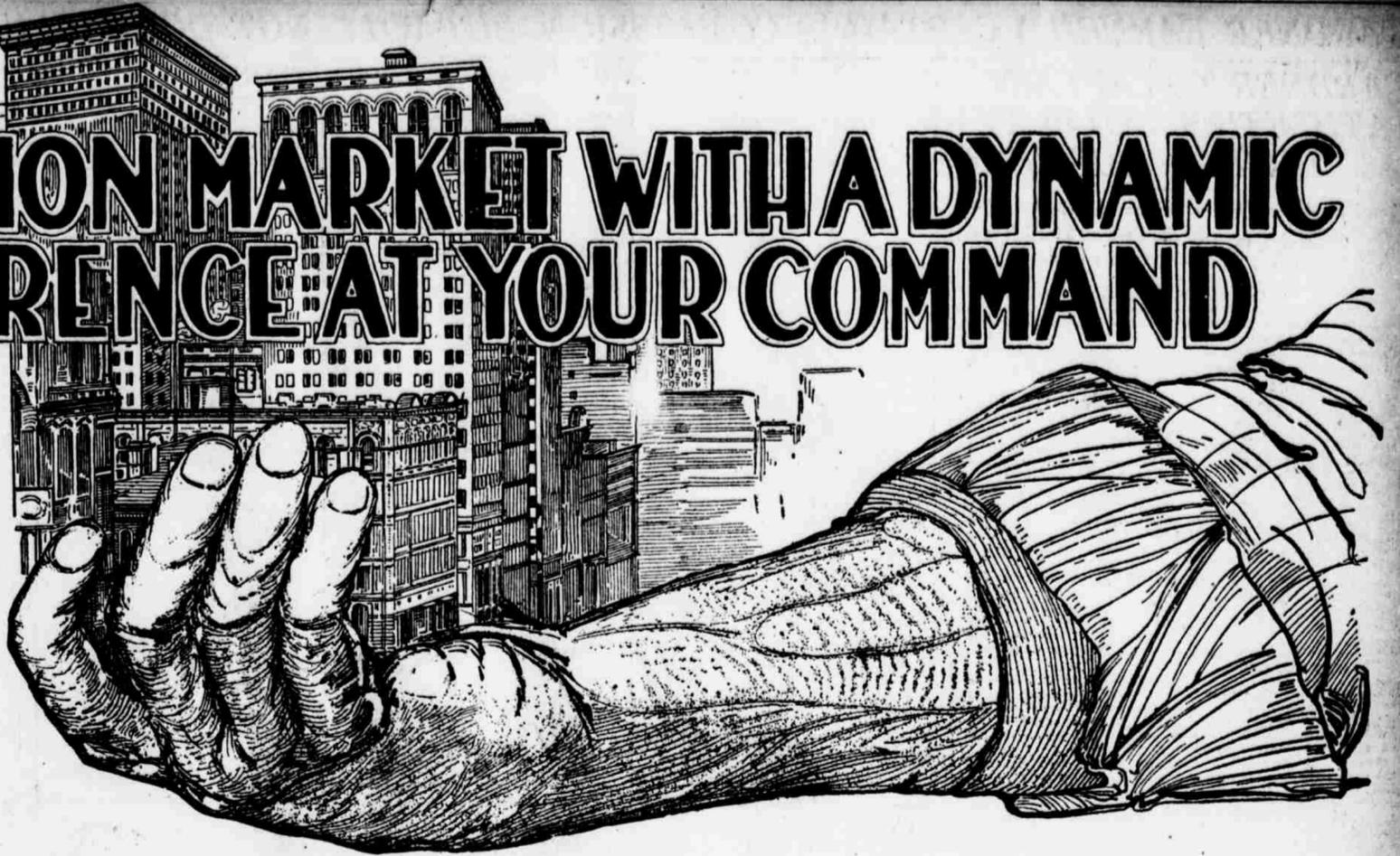


# A BILLION MARKET WITH A DYNAMIC DIFFERENCE AT YOUR COMMAND



**T**ODAY Detroit is the fastest growing and hardest going city in America. With a million people only three other cities surpass it in population. Fifteen years ago it was the tenth city.

Detroit has supplied 60 per cent of the more than five million motor vehicles that have revolutionized social and economic conditions in the United States. Today 284,000 wage-earners are engaged in producing over a billion dollars' worth of manufactured products, making Detroit the fourth city in this respect. Nearly one million dollars a day—three hundred million dollars a year—are paid out here in **WAGES ALONE**—one reason perhaps why Detroit was always **FIRST** among the larger cities to oversubscribe its Liberty Loan quotas.

Detroit's workers know how to live; they know how to buy; they are earning a higher per capita wage than is paid in any other city in the world. Forty-three per cent of the people own their own homes. The prosperity of this city is not the prosperity of a boom community, but the prosperity that grows steadily with each day. It is a vital, pulsing, powerful market—a community without a rival in its dynamic spirit. It is a market that any manufacturer with anything sellable can ill afford to overlook.

## Command This Market With a Newspaper That's *READ*, Not Merely *Circulated*

Eighty-eight years ago the first Free Press editorial was written with a quill pen by candle light. Through the years it has kept to the forefront of the better thought of the hour and built up a personality with prestige. Sound judgment based upon careful thought; the presentment of the world's news in journalistic garments that typify sanity and sincerity; the avoidance of the seamy side of things; constructive, not destructive, ideals; is the structure upon which an enduring newspaper personality has been erected.

It is the **ONLY** morning newspaper in a city of a million. It has kept pace with the growth of Detroit, doubling its circulation in eight years, just as the city doubled its population. It is the only newspaper in Detroit that can show **WHERE ITS CIRCULATION GOES**. Essentially it is the **HOME** newspaper of a thriving, prosperous commonwealth.

The pre-eminence it has attained among local and national advertisers is positively established through its position in the Sunday advertising field. In 1918 The Sunday Detroit Free Press carried 4,738,286 lines of paid advertising, an excess over its only Sunday competitor of 425,852 lines, a most convincing testimonial as to the **ACTUAL WORTH** of the newspaper circulation of Detroit.

Let **THE FREE PRESS** Aid You to **COMMAND** the Detroit Market

## The Detroit Free Press

The Largest Combined Morning and Sunday Paid Circulation in Michigan

VERREE & CONKLIN, Inc., Foreign Representatives



EIGHTY EIGHT YEARS AGO THE FIRST FREE PRESS EDITORIAL WAS WRITTEN WITH QUILL PEN, BY CANDLE LIGHT.

Free Press Auto Show Number, March 2nd

Free Press Auto Show Number, March 2nd

NEW YORK: Brunswick Bldg.

DETROIT: Free Press Bldg.

CHICAGO: Steyer Bldg.